**MASS COMMUNICATION, CONCENTRATION—INTEGRATED MARTKETING COMMUNICATION ACADEMIC MAP: DEGREE BA/BS (120 CREDIT HOURS)**

This degree map is a semester-by-semester course schedule for students majoring in **Mass Communication with a concentration in Integrated Marketing Communications**. Integrated Marketing Communication (IMC) is the strategic, coordinated use of advertising, marketing public relations, copywriting, social media, the Internet and interactive marketing, and sales promotions to communicate a consistent brand image to customers, clients, and internal and external publics. The milestones listed to the right of each semester are designed to keep a student on track to graduate in four years. The schedule serves as a general guideline to help build a full schedule each semester. Milestones are courses and special requirements necessary for timely progress to complete a major. When one or more milestones are missed, students should consult with an academic advisor to determine if another degree path would be more suitable.

As a student majoring in Communications, with a declared concentration in Integrated Marketing Communications, you will be given extensive hands-on experience in integrating all marketing communications, across a variety of media. The track focuses on brand management and finding strategic and creative solutions to business problems. You will learn to write effectively, think creatively, and design messages in an ever-changing environment. Integrated Marketing Communications prepares students to be well-rounded professionals, who can track, measure and make adjustments in marketing efforts. Students will also learn how to choose and employ the best media options to deliver consistent messages that specifically reach individuals in targeted audiences.

Students must pass all required Communications courses with a minimum “C” and are also required to see their IMC advisor each semester to approve and continually work your plan toward graduation.” Before beginning the upper level (3000 – 4000) courses, the core classes for writing, along with the introduction to technology and production courses (COMM 1040, 1050, 1060), must be completed with a minimum ‘C’ grade. Students who are having difficulty with writing are strongly encouraged to seek additional instruction through the Write Center on campus. Writing ability is critical to success as a Communication major, as well as professional success after graduation.  Students are also encouraged to be active in the Departmental media outlets, such as WTST, The Blaze campus, radio, TV98, and PAC House Productions, to gain work experience that enhances course work, as well as to join student organizations, such as the Collegiate American Advertising   Federation and the Student Public Relations Society, to network and compete with students from other universities. Projects from classes and media outlets are added to your student online portfolio which is evaluated your senior year.   Majors can further strengthen professional skills and portfolios by taking advantage of a variety of internship opportunities and the IMC Lab Course (COMM 3910) during the junior and senior years.

Integrated Marketing Communications (IMC) is the coordination and integration of all marketing communication tools, into a seamless program designed to maximize the impact of a company’s promotional activities. The curriculum includes traditional advertising, sales promotion, personal selling, and online and alternative methods of communication. It also includes database marketing, direct response marketing, sponsorship marketing, social media, guerrilla marketing, and consumer insight and brand management. Its emphasis is on conceptual blending that creates innovative ideas to solve business problems and produces measurable results.

Tennessee State University recognizes that students have diverse learning, life, and professional experiences. The University provides opportunities for students to earn college credit toward the degree through a number of assessment options that evaluate their learning experiences. These paths are grouped under the category “Prior Learning Assessment” (PLA). Various means of earning PLA credit at TSU are the following: Advanced Placement Program, American Council of Education (ACE) Military Credit, College Level Exam Program (CLEP), DSST Credit by Examination Program (includes DANTES Examination), Institutional Course Challenge Exams (Departmental Exams), International Baccalaureate Credit, Other Military Service, Portfolio Assessment. To learn more about PLA contact your academic advisor or the Office of Student Support Services for Adult and Distance Learners at (615) 963-7001 or [adultstudentsupport@tnstate.edu](mailto:adultstudentsupport@tnstate.edu).

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**Mapping Coordinator: Prof. Diana Scales, Email:** [**dscales@tnstate.edu**](mailto:dscales@tnstate.edu) **Department Web Address:** [**http://www.tnstate.edu/Communications/programs.aspx**](http://www.tnstate.edu/Communications/programs.aspx)

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| **Fall Schedule** |  | **Milestones** |
| **Semester 1** | **Hrs.** | **Semester 1** |
| UNIV 1000\* | 1 |  |
| ENGL 1010 | 3 | Pre-Requisite Course: Must be taken before ENGL 1020, and HIST 2010, HIST 2020, HIST 2030, HIST 2060, HIST 2070, or HIST 2700; Minimum grade “C” required |
| Natural Science w/lab \*\* | 4 |  |
| COMM 1040 | 3 | Minimum grade of “C” required; prerequisite course |
| Foreign Language I\*\*\* or Elective | 3 | Foreign language is not required but is highly recommended. |
| **Total hours** | **14** |  |

\*An Orientation course taken at another University does NOT meet this requirement. Students with less than 60 transfer   
 credit hours must take UNIV 1000 at TSU.

\*\*Natural Science-Must have 8 semester hours which includes the appropriate labs. Recommended courses are: BIOL   
 1010/1011, CHEM 1030/1031, PHYS 2030/2031 or ASTR 1010. See Catalog for complete list of qualifying courses.

\*\*\*Four semesters of a single foreign language are required for the BA degree.

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| **Spring Schedule** |  | **Milestones** |
| **Semester 2** | **Hrs.** | **Semester 2** |
| ENGL 1020 | 3 | Pre-Requisite Course: Must be taken before taking HIST 2010, HIST 2020, HIST 2030, HIST 2060, HIST 2070, or HIST 2700; Minimum grade “C” Required |
| Natural Science II w/lab\* | 4 |  |
| MATH 1013 or 1110 or 1710 | 3 |  |
| COMM 1050 | 2 | Pre-Requisite Course: Must be taken before COMM 2640; Minimum grade of “C” required |
| COMM 1060 | 1 | Pre-Requisite Course: Must be taken before COMM 2360; Minimum grade of “C” required |
| Foreign Language II\*\* or Elective | 3 | Foreign language is not required but is highly recommended. |
| **Total hours** | **16** |  |

\*Natural Science-Must have 8 semester hours which includes the appropriate labs. Recommended courses are BIOL  
 1020/1021, CHEM 1040/1041, PHYS 2040/2041 or ASTR 1020. See Catalog for complete list of qualifying courses.

\*\*Four semesters of a single foreign language are required for the BA degree

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| **Fall Schedule** |  | **Milestones** |
| **Semester 3** | **Hrs.** | **Semester 3** |
| HIST 2010 | 3 |  |
| Social/Behavior Science I\* | 3 |  |
| Foreign Language III\*\* or Elective | 3 | Foreign language is not required but is highly recommended. |
| COMM 2350 | 3 | Pre-Requisite Course: Must be taken before COMM 3000—4000 courses; Minimum grade of “C” required |
| COMM 2640 | 3 | Pre-Requisite Course: Must be taken before COMM 3000—4000 courses; Minimum grade of “C” required |
| COMM 2200 | 3 |  |
| **Total hours** | **18** |  |

\* AFAS 2010, ANTH2300, ECON2010-2020, GEOG 1010, 1020, HPSS 1510, POLI 1010-2010, PSYC 2010, SOCI 2010, ~~HIST 1210, HIST 1220~~, WMST 2000, URBS 2010 will meet this requirement. See Catalog for complete list of qualifying courses.

\*\*Four semesters of a single foreign language are required for the BA degree

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| **Spring Schedule** |  | **Milestones** |
| **Semester 4** | **Hrs.** | **Semester 4** |
| THTR 1020 | 3 |  |
| Humanities and/or Fine Arts \* | 3 |  |
| HIST 2020 | 3 |  |
| Social/Behavior Science \*\* | 3 |  |
| ENGL Literature \*\*\* | 3 | 2000-level literature course |
| Foreign Language IV\*\*\*\* or Elective | 3 | Foreign language is not required but is highly recommended. |
| **Total hours** | **18** |  |

\* ART 1010, MUSC 1010, PHIL 1030, RELS 2010, HIST 1000, AREN 2310 will meet this requirement. See Catalog for complete list of qualifying courses.

\*\* AFAS 2010, ANTH 2300, ECON 2010-2020, GEOG 1010, 1020, HPSS1510, POLI 1010-2010, PSYC 2010, SOCI 2010, ~~HIST 1210, HIST 1220~~, WMST 2000, URBS 2010 will meet this requirement. See Catalog for complete list of qualifying courses.

\*\*\*ENGL 2012-2322 will meet this requirement; must have 3 credit hours of 2000-level literature.

\*\*\*\*Four semesters of a single foreign language are required for the BA degree.

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| **Fall Schedule** |  | **Milestones** |
| **Semester 5** | **Hrs.** | **Semester 5** |
|  |  | Complete application for admission to upper division. |
|  |  | Complete pre-requisites for all COMM 3000—4000 courses (COMM 2350; COMM 2640) |
| COMM 3150 | 3 | Pre-Requisite Course: Must be taken before COMM 4500 and COMM 4510; Minimum grade of “C” required |
| COMM 2800 | 3 |  |
| COMM 4480 | 3 |  |
| COMM 3160 | 3 |  |
| COMM Elective 3000-4000\* | 3 |  |
| **Total hours** | **15** |  |

\*Chosen in consultation with advisor from all available 3000-4000-level Communications courses.  Course prerequisites apply.

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| **Spring Schedule** |  | **Milestones** |
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| **Semester 6** | **Hrs.** | **Semester 6** |
|  |  | Complete pre-requisites for all COMM 3000—4000 courses (COMM 2350; COMM 2640) |
| COMM 4460 | 3 |  |
| COMM Elective 3000-4000\* | 3 |  |
| COMM 4580 | 3 |  |
| COMM 3950\*\* | 3 | Student must have place of intern employment approved by the Instructor or Department Chair. |
| COMM Elective 3000-4000\* | 6 |  |
| **Total hours** | **15** |  |

\*Chosen in consultation with advisor from all available 3000-4000-level Communications courses.  Course prerequisites apply.  
\*\*3 hours of COMM 3910, at 1 hour per semester, may be taken in place of COMM 3950

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| **Fall Schedule** |  | **Milestones** |
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| **Semester 7** | **Hrs.** | **Semester 7** |
|  |  | Complete pre-requisites for all COMM 3000—4000 courses (COMM 2350; COMM 2640) |
| COMM 4510 | 3 | Permission required to take 4510. |
| COMM 3520 | 3 | Prerequisite: COMM 1040: Minimum grade of “C” required. |
| Electives 3000-4000 | 3 |  |
| Electives Any Level | 3 |  |
| **Total hours** | **12** |  |

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| **Spring Schedule** |  | **Milestones** |
| **Semester 8** | **Hrs.** | **Semester 8** |
|  |  | Take Senior Exit Exam and Apply for Graduation |
|  |  | Completed portfolios are required and must be submitted to the Coordinator for approval. |
| Electives 3000-4000 | 3 |  |
| Any Electives | 9 |  |
| **Total hours** | **12** |  |

**Employment Information:**  Integrated Marketing Communication is the strategic, coordinated use of public relations, advertising, social media, and sales promotions to communicate a consistent brand identity to customers, clients, and internal and external publics.Professional success requires strong writing skills, social media skills, and familiarity with marketing research. Internships, portfolios, and letters of recommendation are required for employment.

**Representative Employers:** Every business, non-profit organization, and governmental entity, regardless of size, needs to communicate effectively with the public. Organizations may have internal IMC departments, or may work with specialist agencies to handle some or all of their IMC needs. Since every organization that deals with the public requires IMC, whether formally or informally, in-house, outsourced or some combination, the list of potential employers is far too lengthy to give here.

**Representative Job Titles Related to this Major:** Copywriters, graphic designers, account managers, brand managers, creative directors, marketing analysis, sales promotion coordinators, direct response managers, website builders, Internet managers, advertising managers, public relations specialists, publicists, account supervisors, project managers, consumer insight specialists, media specialists, social media coordinators, etc.

**International study is available for all TSU students and may include opportunities for internships or taking course work towards various minors.** International study may have an impact on the MAP; therefore, it is important to consult with the academic advisor for this major before participating in an international Program opportunity. Students interested in study abroad opportunities should contact the Office of International Programs and consult with their academic advisor.

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This map is not intended to be a contract; either expressed or implied, between the University and the students, but represents a flexible program of the current curriculum which may be altered from time to time to carry out the academic objectives of the University. TSU specifically reserves the right to change, delete or add to any MAP at any time within the student’s period of study at the University.